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(71) Applicant (for all designated States except US): **ICON-TACT.COM, INC.** [US/US]; William G. Christie, CEO, 55 Walls Drive, Suite 401, Fairfield, CT 06430 (US).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **CHRISTIE, William, G.** [US/US]; Icontact.com, Inc., 314 Hemlock Hills North, Fairfield, CT 06430 (US). **GOLDBERG, Perry, S.** [US/US]; Icontact.com, Inc., 3514 North Wilton Avenue, Chicago, IL 60657 (US). **VIEBACH, John, J.**

[US/US]; Icontact.com, Inc., 96 Gant Circle, Apt. F, Streamwood, IL 60107 (US). **DES JARDINS, Philip, A.** [US/US]; Icontact.com, Inc., 3N 166 Springdale Road, West Chicago, IL 60185 (US). **ENTZMINGER, Lindell, B., III** [US/US]; Icontact.com, Inc., Tower 3 - Suite 1401, 605 West Madison, Chicago, IL 60661 (US). **PASEK, Marcin, S.** [US/US]; Icontact.com, Inc., 765 Waikiki, Apt.2, Arlington Heights, IL 60016 (US).

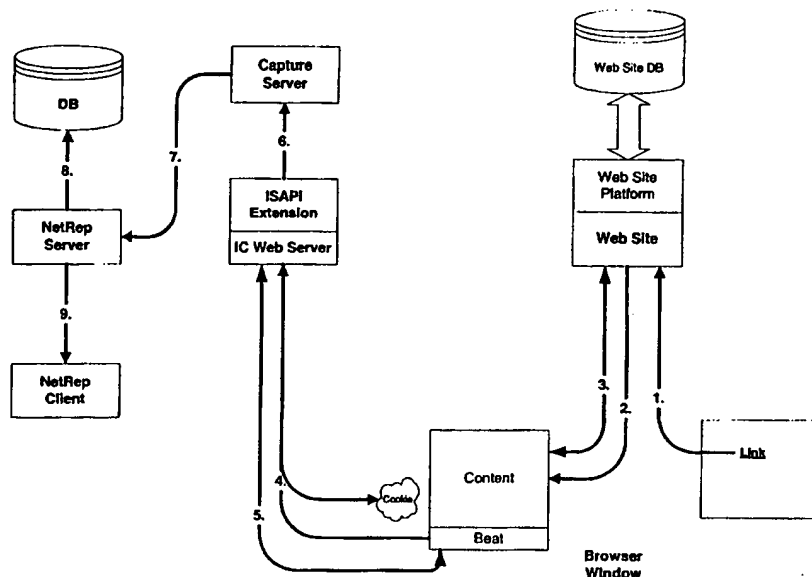
(74) Agent: **GILMAN, Philip, A.**; Kramer Levin Naftalis & Frankel LLP, 919 Third Avenue, New York, NY 10022 (US).

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(54) Title: PROCESS AND SYSTEM FOR READING CONTENTS OF AN ELECTRONIC SHOPPING CART



(57) Abstract: A system and method whereby a customer service representative of a company can initiate communications over an electronic network with a customer browsing an e-commerce web site of that company. A NetRep client application indicates the presence and status of each customer browsing an e-commerce web site, including a history of visited web pages and a shopping cart. Filters may be employed which differentiate certain customers for customer support. The NetRep client includes a dynamic knowledge base of selected pre-set messages to the customer depending on their status or history. Additionally, the NetRep can initiate a conversation or push a web page to the customer's browser and can interactively participate with the customer in the correct filling out of a form.